

1 IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

2 Serial No.
3 Filing Date
3 Confirmation No.
4 Inventorship Danker
4 Applicant Microsoft Corporation
Group Art Unit
5 Examiner
6 Attorney's Docket No. MS1-1879US
Title: Targeted Advertising in Conjunction with On-Demand Media Content

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8 **INFORMATION DISCLOSURE STATEMENT**
9

References -- See Attached Form PTO-1449

10 **REMARKS**

11 The citations listed, copies attached, are submitted in compliance with the
12 duty of disclosure defined in 37 CFR §1.56. The Examiner is requested to make
13 these citations of official record in this application.

14

15 Respectfully Submitted,

16 Date: 3/24/04

17 By: Kayla D. Brant
18 Kayla D. Brant
Reg. No. 46,576

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Substitute for form 1449A/PTO				Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT				Application Number	
				Filing Date	
				First Named Inventor	Danker
				Group Art Unit	
				Examiner Name	
(use as many sheets as necessary)					
Sheet	1	of	2	Attorney Docket Number	MS1-1879US

U.S. PATENT DOCUMENTS

FOREIGN PATENT DOCUMENTS

Examiner Signature	/Joshua Taylor/	Date Considered	04/12/2008
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Unique citation designation number. ² See Attached kinds of U.S. Patent Documents. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is indicated.

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